

C L A S S I C A L

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# KING FM 98.1

[www.KING.org](http://www.KING.org)

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KING FM's goals are to grow the audience for classical music and increase community interaction with classical music. This involves both offering high-quality content to individual audience members and serving the community through educational, partnership, and informational activities, both over-the-air and beyond.

KING FM's main programming service is both broadcast and live-streamed. This service is free for anyone with a radio or an internet-connected device, and so is the lowest-barrier access point for classical music in our community. This service is broadly designed to be as approachable as possible to people from varied backgrounds.

The main programming service also has specific ongoing elements that go beyond the goal of growing the audience by specifically addressing areas of community interests in the areas of education, youth arts participation, arts access, and community information. Some of these activities involve partnership support, while some are undertaken by KING FM alone.

Beyond the main programming service, KING FM also presents in-person events with the help of partners. These events provide hands-on access to classical instruments and musicians for young people and their families.

The main audience KING FM reaches in the radio/streaming listening audience. This audience of over 200,000 people weekly includes people from a wide range of backgrounds. KING FM continues to look for new ways to invite new people to enjoy and learn about classical music, both in the main programming service, digitally, and in-person.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many

ways you're connected across the community and engaged with other important organizations in the area.

In 2018, KING FM's key partners were the Seattle Chamber Music Society, Seattle Symphony, Seattle Opera, King County Libraries, and Music Center of the Northwest.

With the Seattle Chamber Music Society, KING FM produced the 7<sup>th</sup> annual Young Artist Awards music competition, a performance competition that encourages youth participation in classical music, provides high-level educational opportunities to high-achieving young musicians, and offers high-visibility radio and web exposure to young performers who excel in the competition. This competition connects student, teachers, and parents with classical public media and a large radio and digital audience.

KING FM also partners with the Seattle Chamber Music Society on a classical music podcast. The *SCMS Classical Conversations* podcast is curated on-demand audio drawn from interviews with high-profile classical musicians. This product offers classical music content to podcast listeners, a rarity in the podcast format. This product also amplifies the work of the Seattle Chamber Music Society, sharing high-quality content with audiences from both organizations.

With Seattle Opera and Seattle Symphony, as well as with the Seattle Chamber Music Society, KING FM collaborated to deliver timely live and local broadcasts of local classical music events. KING FM broadcasts every production of Seattle Opera (five annually), broadcasts a Seattle Symphony concert monthly (in addition to a live broadcast of Seattle Symphony's opening night concert), and offers every single concert produced by the Seattle Chamber Music Society to radio and streaming listeners, most of which are live broadcasts. These live and local broadcasts connect listeners to the much of the best classical music performances that the local community has to offer and amplify the high-quality and forward-thinking work of these organizations.

Working with Music Center of the Northwest and King County Libraries, KING FM produced "Musical Instrument Petting Zoo" events, which offer hands-on access to classical instruments and personal interaction with professional musicians for young people and their families. These events took place mainly at various King County Library facilities, but also at other venues including McCaw Hall through collaboration with the Pacific Northwest Ballet.

Beyond work with key partners, many of KING FM's key initiatives are connected by a focus on the local community. Through several on-air programs, KING FM amplifies community voices and offers opportunities for increased engagement with the classical music community beyond KING FM.

*Musical Chairs* is a weekly interview and playlist-sharing program that helps leaders in the local music community share their personal musical stories and in many cases, the stories, goals, and initiatives of organizations they represent and/or lead. *Northwest Focus* is a weekday (Monday-Thruways) concert-preview and publicity program that offers free publicity for local classical concerts. This program not only publicizes what concerts are happening in the area, but encourages listeners to attend concerts in person and shares musical repertoire from those concerts with listeners who are unable to attend. *Northwest Focus LIVE* is a weekly performance and interview program, usually broadcast from KING FM studios. This program amplifies the artistic work of local music organization by sharing it and performers' messages about it with the large KING FM audience and acts as a promotional tool for live community music events. *Broadcast Concerts* is the weekly program that showcases performances of local music groups, amplifying their work by sharing it with the KING FM audience.

KING FM also has an internal product that is specifically oriented around education. Explore Music, a daily on-air exploration of specific topics in classical music designed to educate as well as entertain. Explore Music also has a web component with additional educational resources.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Representation on KING FM's locally-focused programming is highly sought by local music performance organization. In particular, these organization know that ticket sales and audience sizes grow when their concert or ensemble is featured on KING FM's local programming:

*"This is a very important opportunity to connect with the community... Appearing on KING FM makes a significant difference in our audience draw, for which we are very grateful..." - Bobby Collins, The Sound Ensemble*

KING FM's locally-focused programming is also a valuable service for listeners. It connect them through a radio experience to the classical music community in the region:

*"I am just listening to you on the morning program and thought I would tell King FM I call it the "Voice of Reason" in my house. Thanks for the great insights and coverage of the musical events in Seattle. It is a great place for all the arts at this time." - Elizabeth*

Also, KING FM's Explore Music continue to educate and delight listeners:

*"This Thanksgiving, I'm thankful for your Explore Music program. At 6pm, I'm generally in the car driving my daughter to one of her many extracurriculars, and we've enjoyed your program countless times over the years and miles. Your program this week, the 19th I believe, really spoke to me. It was about how a fugue is structured and had a link online to a visualizer. Coming from video games, I'm exploring ways to make classical music exciting to the video game generation, and I believe visualization is key to helping new audiences understand and appreciate the structure and compositional patterns of great classical music. Watching the constellational arrangement of a Mendelssohn Rondo, or the repeated patterns of Bach's Two Part Inventions or the simple chord progression of Bach's Prelude in C is super intuitive to a younger generation when they can see it." -Thanks, JJ*

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

Racial Minorities: yes. Increased broadcasts of music by African-American composers and performers during February

Other minorities: yes. A selection of Jewish religious music programmed for Hanukkah on KING FM

Women: yes. Women in new Music ongoing blog series on *Second Inversion* (KING FM's contemporary classical music service); International *Women's Day* music marathon on *Second Inversion* (3/8/2018)

New immigrants: no

ESL people: no

Illiterate adults: no

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding has enabled KING FM to continue to stream its broadcast online and grow digital audiences. KING FM's online offerings allows listening from audiences beyond those who use radio and/or who live in the broadcast area. This allows more listening to all aspects of programming, including the locally-focused programs KING FM presents, Live and Local *Broadcast Concerts, NW Focus, NW Focus LIVE, Musical*

*Chairs, Seattle Symphony Spotlight, and Second Inversion* (KING FM's new music service). Increased listening also means an increase audience for the educational content, like the *Explore Music* program and increased exposure for local performers and ensembles, who are featured beyond local programs in regular music programming throughout our broadcast day.

Streaming

2017 session starts: 6,522,000

2018 session starts: 7,348,004

Increase of 12.7% year-over-year for 2018

CPB funding also allows KING FM to produce performance videos generated by *NW Focus Live*. In 2018, views of KING FM performance videos on YouTube increased by over 30%. These videos mostly feature Northwest performers.

YouTube

Views as of December 31, 2017: 410,057

Views as of December 31, 2018: 535,789

Increase of 30.7% year-over-year for 2018

CPB's funding is also directed towards youth. KING FM's youth-focused activities include the Young Artist Awards performance competition, broadcasts of the Seattle Youth Symphony Orchestra, and Musical Instrument Petting Zoos.